



Gabinete de prensa
ROCA SANITARIO
Tel. 93 201 10 28

Mónica Perpiñá Robert
monica.perpina-robert@bm.com

Marta González
marta.gonzalez@bm.com

***'Touch Roca & Feel the Planet'* in Casa Decor**

- **Roca invites visitors to Casa Decor Barcelona to “touch” nature and feel its harmony.**
- **Design, innovation and sustainability are brought together at Roca’s unique space in the new edition of Casa Decor.**

Barcelona, October 22nd, 2008. From today until November 23rd Roca presents its innovative space *Touch Roca & Feel the Planet* at Casa Decor, Barcelona '08, which opens its doors at Port Forum. Through this space the company illustrates its commitment to design, innovation and sustainability.

In this latest edition of Casa Decor Barcelona, Roca surprises us with an ground-breaking space *Touch Roca & Feel the Planet* created by the Catalan architects Fernando Ansorena, Bet Cantalops and Pere Ortega, who are members of Saeta Estudi. The work seeks to provoke contemplation and interaction on the part of the visitor via its design and the materials used. Tiled walls and floors interact with visitors via sustainable messages, a tactile ceiling and the sound of water are all-surrounding making it a unique experience.



Roca’s championing of the visionary design of *Touch Roca & Feel the Planet* clearly reflects the company’s long commitment to the environment, as it controls production processes by



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reducing CO₂ emissions and using water-saving technology. This R&D is also reflected in its products, which combine design, innovation and respect for the environment.

Roca's interest in innovation and design can also be seen in its products, some of which are on show in this edition of Casa Décor, and which strive to create unique bathroom experience. A prime example of this philosophy is the **Khroma** washbasin, which is part of a surprising series which brings colours and soft textures to the bathroom; or the soft line of the **Urbi, Orbita, Terra and Fuego models**, which are meant for modern, functional spaces and which are adaptable to any lifestyle.

About Roca

Roca is a world leader in sanitaryware and a reference in innovation and design. As a result it has worked with renowned architects (Moneo, Chipperfield, Herzog & de Meuron), interior designers and design studios (Benedito, Giugiaro, Schmidt & Lackner). As a trend-setter Roca champions innovation and the avant-guard acting as a reference in design and creating bathroom experiences.

About Casa Decor

Casa Decor is a exhibition of decoration that brings the latest trends to consumers. The exhibition, of international renown, has editions in leading cities in terms of design such as Barcelona, Madrid, Milan and Miami.

This edition is being held at the Port Forum in Sant Adrià del Besòs, in Barcelona, from October 23rd to November 23rd.

About Saeta Estudi

Some of its best known work for temporary spaces include designing exhibition space for the Instituto Valenciano de Arte Moderno (IVAM) and for the Centro de Cultura Contemporánea in Barcelona. They have won prizes and have been short-listed for various editions of the FAD prizes for architecture.

www.roca.com
www.casadecor.es
www.saetaestudi.com